

State Council on Workforce Services

17 July 2003

1:00 p.m.

Attendees: Stan Lockhart, Monteen Gordon, Raylene Ireland, Frank Maughan, Keith Gillins, Blaine Crawford, Pamela Clark, Ken Walker, Paul Jackson, Richard Winters, Audry Wood, David Harmer, Bob Haywood, Marv Johnson, Cecelia Foxley, Blaine Petersen, Sarah Brenna, Evan Maxfield, Jan Zogmaister, Allan Ayoub, Darin Brush, Mark Raymond, Judy Chambley, Dave Pierce, Bob Gilbert, Jan Thompson, Lorna O'Berto, Julie Lay, Susan Hill, Chris Mayne, Pattie Hansen, Kelly Thornton, JoLyn LeFevre, Patrice Spiegel, Diane Lovell, Stan Eckersley, John Nixon, Chris Love, Harold Hess, Greg Muller, Brad Maughan, Barbara Darling-Peterson, Roger Halladay, Curt Stewart, Elena Falkenberg, Faye Martell, Karen Silver, Steve Maas, Tom Darais, Mike Richardson

Welcome and Opening Business - Stan Lockhart

Stan welcomed the group and thanked Father John Filler for providing additional parking at St. Peter's Episcopal Church. Stan stated that he is Chairing today's meeting as Randy Emery can't be here. He introduced the new Regional Council Chairs which include Pamela Clark, Evan Maxfield and Mark Raymond and announced that Keith Gillins has been elected as their new Chair.

Stan explained that voting cards have been created for each member of the Council. These are to be used for action items or motions. There are three different types of cards:

- green - for voting members;
- orange (non-voting cards) - for non-voting ex-officio members;
- yellow (non-voting cards) - for non-voting invited cooperative partners who have similar missions or responsibilities who have been invited to work with us.

Consent Agenda Action Items - Stan Lockhart

Stan called for approval of the 17 April 2003 meeting Minutes. Cecelia Foxley motioned to accept the minutes as written, Mark Raymond seconded the motion and all were in agreement. Frank Maughan abstained.

Stan stated that Western Region is requesting approval of a Training Provider (Dixie Applied Technology College). Frank Maughan motioned to approve the provider, Evan Maxfield seconded the motion and the motion carried.

Stan stated that no Grant Applications are to be considered today but two have been awarded. Monteen explained that Utah did not apply for the Easter Seals Grant but supplied a letter of support. Easter Seals of Utah received over one million dollars which helps seniors find employment. She referred to the grant status tracking form and spoke of the Work Incentive Grant Program which was a cooperative project with several State agencies including the Utah State Office of Rehabilitation. She thanked Blaine Petersen for his assistance. A press release is scheduled for the future.

Welcome - Jean Fisher

Jean welcomed the group to the Clearfield Employment Center (EC) and thanked everyone for parking offsite. She continued that the Center remodeling is not yet complete and provisions were still taking place prior to this meeting. She explained that Hill AFB comes in twice per week and meets directly with job seekers. Three apprentice jobs were announced this week. She presented an overview of North Region employers and the Clearfield EC staff. Frank Maughan asked if the Council is involved in helping to keep HAFB here in Utah. Jean replied that she sits on a local Council and they are addressing this issue. She added that the nuclear waste issue will influence HAFB's decision. If nuclear waste is allowed to come into Utah, HAFB may be forced to relocate.

Executive Director's Report - Raylene Ireland

Raylene referenced the 1000-Day Plan Milestones located in the packet. She continued that at today's Regional Council Chairs' Committee meeting, Lynette Rasmussen reported on the Work/Life Award recipients. Raylene continued that about five years ago, Lynette suggested recognizing Utah businesses that encourage balancing family and personal life with work. Darin Brush, Curt Stewart and Lynette developed the concept. Raylene stated that she attended an award breakfast where the winners were recognized. Many CEOs were present. She feels momentum is building on this award.

Raylene continued that Darin Brush recently met with the Department of Labor in Washington, DC, where Utah received recognition for their effort in taking innovative action in health care training. Additionally, advocates within the State presented an alert to the Legislation regarding Utah's upcoming reauthorization issues. They want to revisit the 60-month time limit put in place years ago. Utah feels that 36 months is adequate for self-sufficiency. This will be discussed further at the Council of Council's meeting in October.

Legislative Update - Sarah Brenna

Sarah presented a Legislative Update on issues such as Temporary Assistance for Needy Families (TANF) Reauthorization and WIA Reauthorization. She stated that DWS is constantly working on the absence of child care funding and provisions for transitional Medicaid. Sarah presented Utah's Analysis of Chairman Grassley's Proposal of the Personal Responsibility and Individual Development for Everyone (PRIDE). She continued by providing an overview of the HCTC (Health Coverage Tax Credit). This was authorized as part of the Trade Act of 2002 to help lower the cost of health insurance and provide much-needed relief to eligible state residents. There are approximately 1800 potential eligible residents in Utah. Allan Ayoub recognized DWS staff members Wanda Ostrander and Andrea Sutton who have done an excellent job on this project. Stan referred to the letter sent to the delegates included in the packet which expresses the Council's thoughts on WIA Reauthorization, Personal Reemployment Accounts and Out-of-School Youth.

Business Services & Marketing Committee Report - Steve Maas

Steve Maas, Acting Chair, reported that during today's Committee meeting, Ken Walker was elected as the new Chair. He continued that the Committee reviewed the Workforce Development & Information Division's (WDID) provisional work plan which is incorporated into the Governor's 1000-Day Plan. They also discussed the effort of partnering with SLCC on the issue of training nurses. Steve continued that a Workforce Summit is scheduled in September. Events will take place in every region including job fairs, employment seminars, employer appreciation lunches, open houses, business symposiums and workshops. He continued that the Committee received an overview of the development of the Business Services Center located in Mountainlands from Gina Olson.

jobs.utah.gov Update on State Agencies Listing with DWS - Elena Falkenberg

Elena reported that jobs.utah.gov was launched in November, 2002. At this time, two primary goals were identified: 1) training; and 2) setting up an Unemployment Insurance work site identification number for state agencies to grant them access to the site for listing job orders. In order for another State agency to list on jobs.utah.gov they must have an individual worksite. Developing these worksites takes time. Elena explained there are state agencies currently listing with their job openings with jobs.utah.gov and DWS is working to create the individual worksites that will allow more state agencies to list with DWS. Allan Ayoub asked if a job seeker will still be required to complete the Utah Skill Match Cover Sheet when applying for a State job. Steve stated that is an issue for the Department of Human Resource Management (DHRM) to decide. Peter Corroon asked if job seekers will be able to visit each individual agency's web site or if they will be required to use jobs.utah.gov. Steve added that many State agencies maintain their own site and he doesn't see that changing, however, he hopes that jobs.utah.gov will aggregate the job openings. Cecelia Foxley asked if other sites will be linked to our site. Elena replied that committees will be formed to develop this process. Steve clarified the difference between state internal job openings and recruitments for seekers outside the state system.

Web Crawling Project - Steve Maas

Steve explained web crawling, a program that routes users to designated URLs listing job openings, aggregating them into a single searchable data base. According to what our internal statistics tell us, we traditionally have about 17% of the market share of job listings. The vendor believes that with this new service we have the potentials to increase this to 60% market share. Since State IT Staff aren't trained in web crawling development, it was necessary to locate a company who has the technical background and experience. The cost is approximately \$100,000 per year with the contract to be renewed annually. This cost will be earmarked using Wagner Peyser funds. Steve reported that the Business Services and Marketing Committee approved earmarking these funds at today's meeting. Representative Hogue asked what the \$100,000 will include. Steve replied that the cost includes the search engine, maintaining the URL, identifying URLs that are no longer responding and creating a portal from jobs.utah.gov with a legal disclaimer.

Ken Walker motioned that the funds be earmarked as suggested, Mark Raymond seconded the motion and the motion carried.

Steve reported on business.utah.gov, which is a combined agreement between state, local and federal government that tries to help businesses make sense out of the services we make available and the regulations with which businesses need to comply. Over the last six months, a team created a web portal that assists business owners with matters such as writing a business plan, how to pay taxes and licensing issues. This site is now an open portal and has been soft launched. The hard launch will take place on August 5, 2003, by the Governor. A media campaign is also under way.

Steve provided an overview and job seeker/employer tour of jobs.utah.gov. Allan Ayoub asked if DWS tracks the number of job seekers that are hired by employers who review resumes online. Steve stated that DWS can't provide an accurate answer as job seekers use many avenues to apply for a job.

Allen feels we need to assist job seekers who aren't comfortable using a computer. The group agreed online services is the way of the future and Stan suggested that everyone provide assistance to those who aren't computer literate.

Youth Council Report - Jan Zogmaister

Jan reported that her Committee is in the process of reviewing an RFP with a revised timeline and will present to the regions at the Council of Councils in October. She presented the WIA Youth Contract Extension Approval Summary and reported that the State Youth Council has voted on the extensions and approved them. Jan Zogmaister motioned that the full Council approve the extensions, Allan Ayoub seconded the motion and the motion carried. Representative Hogue asked if there is written criteria. Jan stated that performance measures are used.

Regional Council Chairs' Committee - Keith Gillins

Keith Gillins, Chairing for Lana Powell, reported that the following items were discussed at today's Committee meeting:

- John Sweeney presented an overview on eREP. He will recap this presentation at the Council of Council's meeting in October;
- Lynette Rasmussen reported on the Work/Life Awards and the Towne Meetings;
- Regional Council Chair elections were held; Keith Gillins was elected as the new Chair;
- Monteen presented an updated orientation booklet for new members;
- The group shared best practices for recruiting new members. Suggestions included personal visits to potential members, referral system from retiring members and elected officials providing referrals;
- Monteen said the creation of a speaker's bureau was possible in the future if there is sufficient interest;
- Monteen reminded everyone that Regional Council meeting agendas and minutes need to be forwarded through their regional content managers who will forward to Kevin Olsen to post on the web site.

Operations and Performance Committee - Allan Ayoub

Allan reported that the Operations and Performance Committee discussed revising the mechanism of adding training vendors to the approval list. The Committee agreed that those vendors who have been certified and approved by either the Department of Commerce and/or the Department of Vocational Rehabilitation should be added without submitting additional documentation. Allan moved that we accept this documentation when determining whether a new training provider should be approved, Frank Maughan seconded the motion. The motion carried.

Allan continued that currently, in order to be enrolled in a WIA funded program, a set of criteria with numbers attached to it is being used. DWS is currently using a Level 5 criteria. As this appears to be too broad, this Committee is suggesting this criteria be raised to a Level 8, which would make eligibility more difficult. Allan motioned that the Council approve this change in Levels, Frank Maughan seconded the motion and the motion carried. Jane Broadhead clarified that this applies to adults and dislocated workers only. Mike Richardson added that this change will allow those most in need to receive services. Blaine Crawford added that we want a steady flow of funding as opposed to a stop/start process. Mike clarified that funds left over at the end of the year are carried over and no funding is lost.

Allan continued that his Committee discussed outcome measures and were surprised to learn some are below 80%.

Cultural Integration Advisory Committee (CIAC) - Dave Pierce

Dave reported that his Council meets monthly. Their year-long TANF grant is entering its' sixth month. The grantee is the Granite School District. He is excited to report that the CIAC has established a web site so they can disseminate information on their Council. He recognized Elena Falkenberg and Barbara Darling for their outstanding work.

Workforce Improvement and Coordination Task Force - Cecelia Foxley

Cecelia reported that the Task Force did not meet today. Individuals are working on projects.

October Council of Councils Break out Session Choices - Monteen Gordon

Monteen handed out a survey asking for break out session choices for the Council of Councils meeting to be held in October. She asked the group to complete and return to her.

Public Comment

Karen Silver, an advocate with the Community Action Program, reports that she was involved with yesterday's presentation on Reauthorization to the Legislative Interim Committee. This assessment was written by Sarah Brenna. Karen continued that an advocate presented the idea of creating a link where employers could apply for incentives when hiring a DWS customer. She continued that part of this assessment is to see if there is rationale for time limits for certain population. They will be exploring this further. Peter Corroon, member of the Office of Child Care (OCC) Advisory Committee, stated that in the next decade, the child care industry will be expanding. Keeping this in mind, the OCC will be working with the United Way to create Employer Champions who will create programs to assist in locating child care providers.

Monteen announced that the next meeting is scheduled for October 9th and 10th at the University Park Hotel in Salt Lake City.

The meeting adjourned at 2:55 p.m.